

Zombies and a Good Spaghetti Sauce

(The Business Development Spaghetti Sauce Principle)

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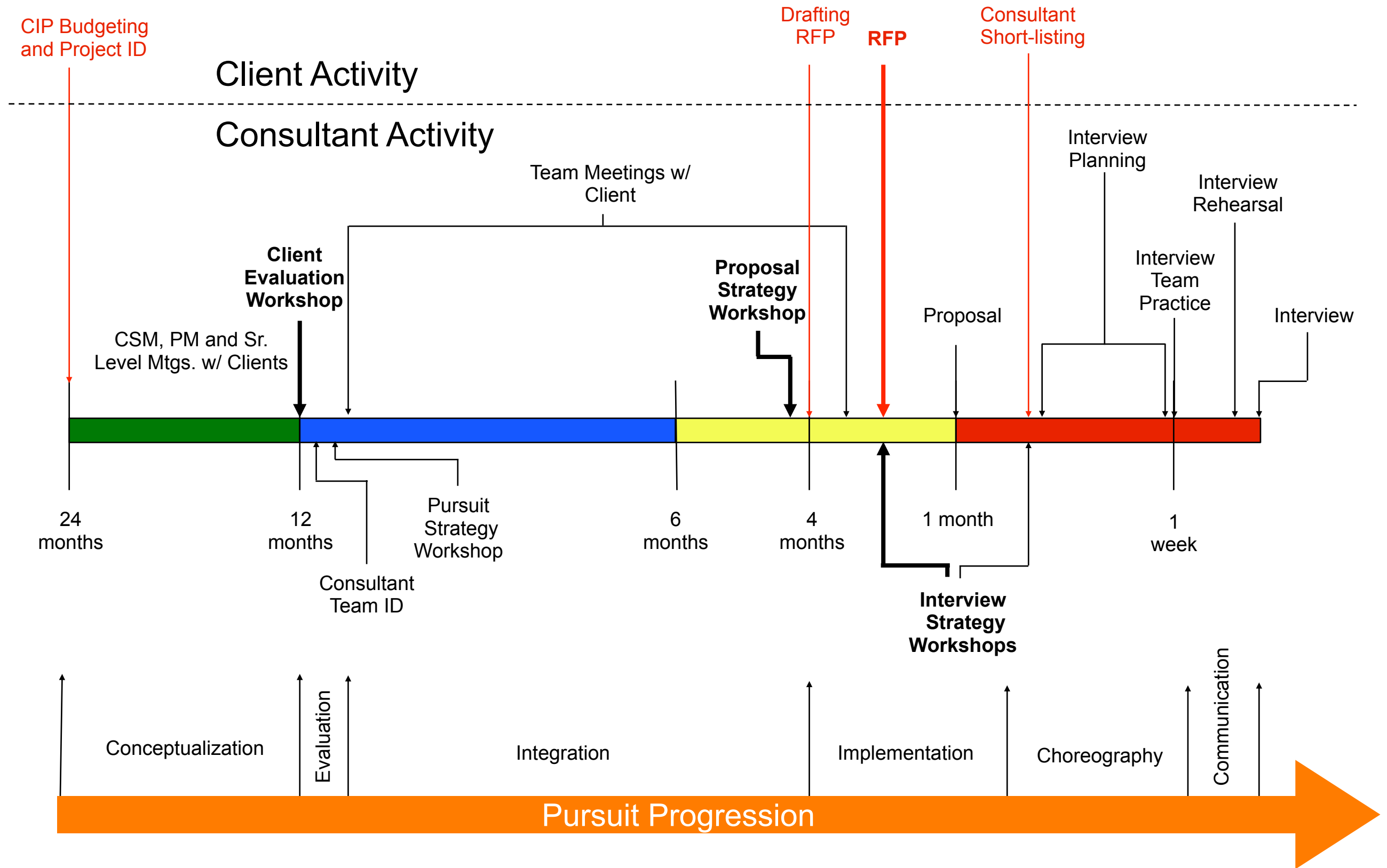
Pursuit Anatomy 101

If you understand the anatomy of a system you can

Operate it

Fix it

Modify it



Anatomy of a Pursuit



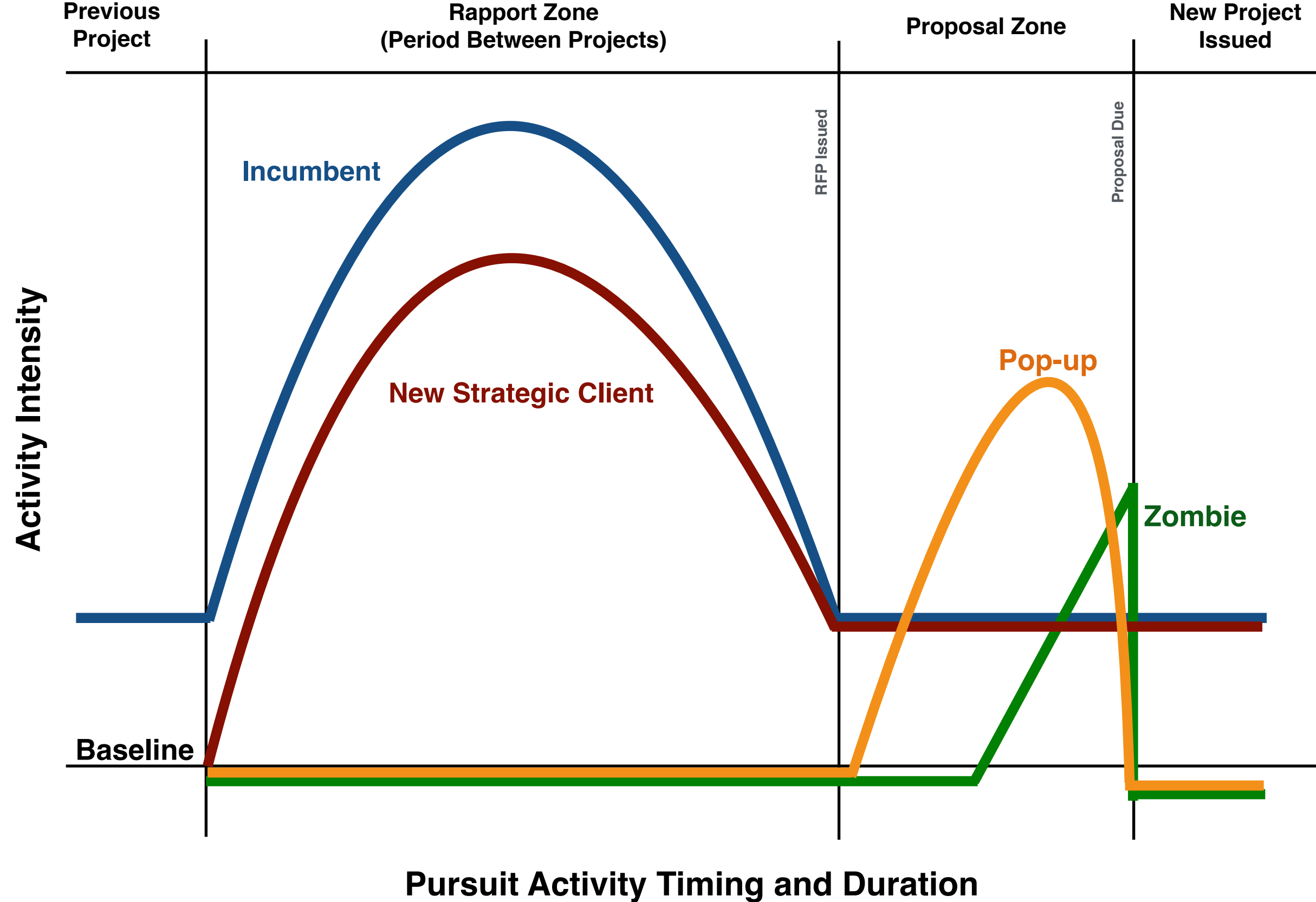
Not All Sauces Are Created Equal

Mom, I have practice in an hour Sauce

Mrs. Leoni's Saturday Sauce

Grandma Maggio's Perpetual Sauce

Business Development Spaghetti Sauce Principle





ARGH! KILL IT!

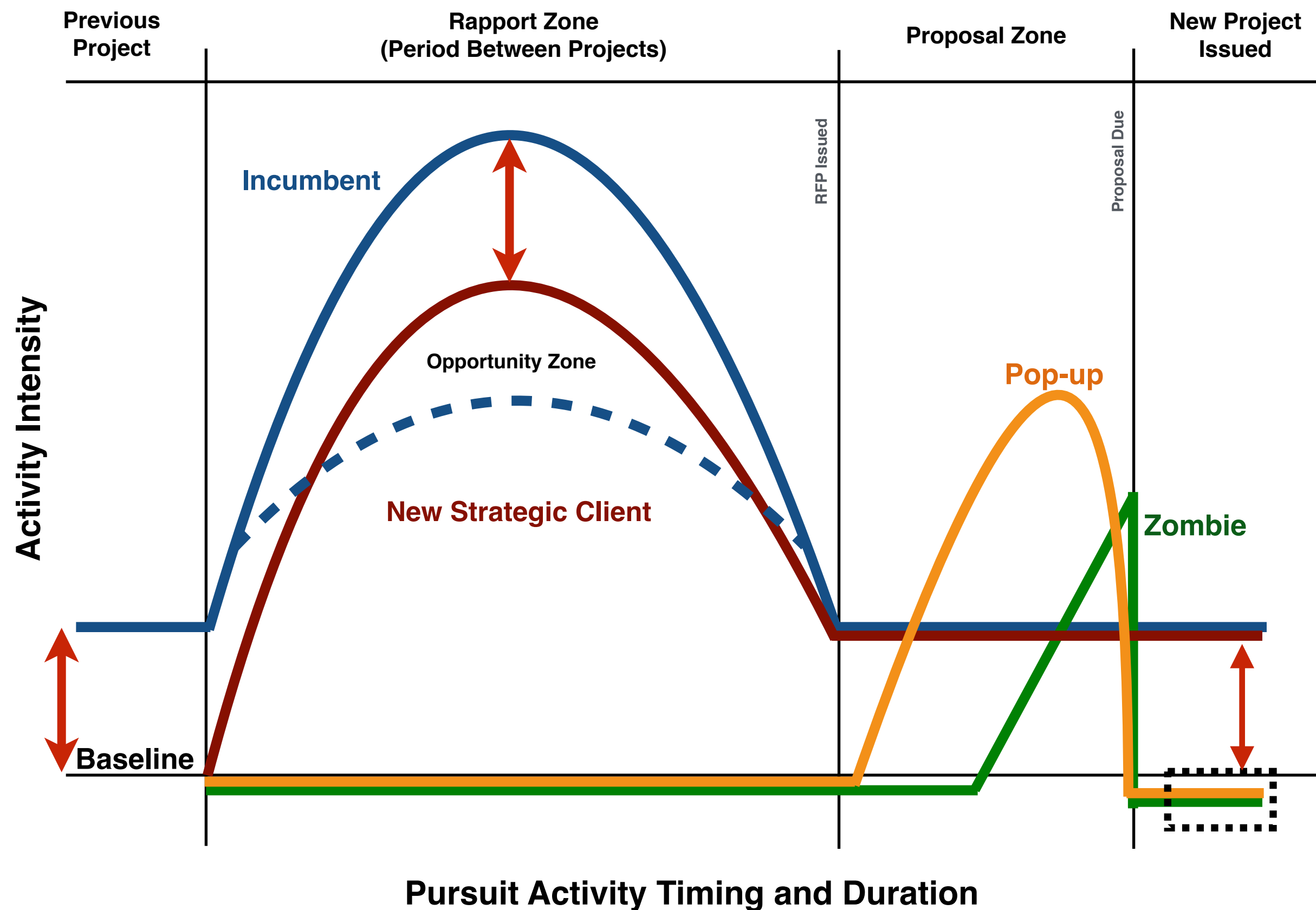
A large red biohazard symbol is centered on a white background. The symbol consists of three interlocking circles forming a trefoil shape. The text "Zombie", "Extermination", and "Team" is overlaid on the symbol in a black, distressed, hand-painted font.

Zombie

Extermination

Team

Business Development Spaghetti Sauce Principle



Questions?



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Bonus! Bonus! Bonus!

What are three core objectives of a pursuit?

To **Engage** interest

To **Communicate** information

To be **Remembered**

Zombies and a Good Spaghetti Sauce

VS

A Comparative Analysis of Competitive Pursuit
Positioning Models Relative to a
Public Sector Capital Improvement
Project Development Chronology

An effective metaphor:

- **MUST** be understood by the audience.
- **MUST** be appropriate for the audience.
- Should draw in the listeners.
- It should not alienate anyone.



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